

The LGBTQ+ BAR

TWO-DAY EXHIBITOR HALL SPONSORS

NATIONAL LGBTQ+ BAR ASSOCIATION AND FOUNDATION



WASHINGTON DC
LAVENDER LAW[®]
AUGUST 7 - 9, 2024



TWO-DAY EXHIBITOR HALL SPONSORSHIP

The LGBTQ+ Bar's 37th Annual Lavender Law® Conference & Career Fair will take place at The Westin Washington, DC Downtown, August 7 – 9, 2024 in Washington, DC!

No matter what your organization is looking for - be it connections with top LGBTQ+ legal talent, business development opportunities, or brand recognition with the largest LGBTQ+ legal conference in the country, Lavender Law® is an event you do not want to miss.

Corporate Partners of the Lavender Law® Conference are welcome to secure space at the Lavender Law® Exhibit Hall, where the ROI is unmatched. Lavender Law® attracts partners, associates, and DEI specialists at the nation's largest firms, along with attendees from midsize and small firms interested in products and opportunities to help their practice. Lavender Law® is also an incredible opportunity to meet law students from across the country.

Our Exhibit Hall operates on August 8th and 9th, and your sponsorship includes the following benefits:

- An exhibiting location close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
- Your organization's logo will be included on our website and promotional materials, reaching thousands of legal professionals.
- All vendors will be listed on the conference app, and we will send notifications to attendees reminding them to visit your table.
- Exhibitor conference passes (2-3, depending on sponsorship level).
- Exhibitor Sponsorship begins at \$8,500, and will sell out.



NEW THIS YEAR: Product Demonstration Lounge

We are thrilled that this year, each exhibitor will have the opportunity to hold a 30 minute live demo for attendees in our Product Demonstration Lounge! This benefit is offered on a first-come basis and will allow you to demonstrate your product to decision-makers in a private, exclusive space.*

Please contact us at conference@lgbtqbar.org for more information, or to discuss remaining opportunities and the possibility of custom packages. Space is extremely limited - reach out before we sell out!



*Based on availability at time of sponsorship confirmation.



LEADER: \$50,000

1. The opportunity to nominate one (1) senior executive to participate in one (1) panel (Topic/content to be vetted & approved by LGBTQ+ Bar programming committee).¹
2. The option to select one of the following sponsorships (all subject to availability; first come, first served):
 - I. Title sponsor of a Plenary Session/Featured Session.
 - II. Title sponsor of a Main Reception.
 - III. Title sponsor of the VIP Top Sponsor & Counsel Brunch.
 - IV. Title sponsor of the Student & Recruiter Mixer.
3. Year-round logo placement as an Exhibiting Sponsor on the LGBTQ+ Bar's main webpage
4. Premium exhibition space close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
5. Two (2) 30-minute live demos (one per exhibition day) at the time of your choice.²
6. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® corporate partners.³
7. The opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
8. Ten (10) full passes for use by your company to attend the 3-day conference and an additional three (3) exhibitor passes (valid Thursday & Friday only).
9. The opportunity to also have a table at the Career Fair on August 7th (in addition to premium exhibition space on Thursday, August 8th and Friday, August 9th).
10. Your company logo/name co-branded on all marketing materials, including event website, conference program book, invitations, and email broadcasts along with onsite signage.
11. Logo placement on the conference app, and notifications sent to all attendees reminding them to visit your table.
12. Five (5) invitations to participate in an Exclusive VIP event at the conference.
13. Three (3) invitations to participate in the Corporate Counsel Speed Networking event.
14. An option to be included in the 2024 DEI Index.⁴
15. A full-page ad in the conference's virtual program booklet.
16. An opportunity to include one (1) promotional item in attendee conference bags.⁵
17. A 60% discount on the National LGBTQ+ Bar's Job Board.⁶
18. Five (5) Out & Proud Corporate Counsel Award Reception passes.⁶

PARTNER: \$40,000

1. The opportunity to nominate one (1) senior executive to participate in one (1) panel (Topic/content to be vetted & approved by LGBTQ+ Bar programming committee).¹
2. The option to select one of the following sponsorships (all subject to availability; first come, first served):
 - I. Title sponsor of a Plenary Session/Featured Session.
 - II. Title sponsor of a Main Reception.
 - III. Title sponsor of the VIP Top Sponsor & Counsel Brunch.
 - IV. Title sponsor of the Student & Recruiter Mixer.
3. Year-round logo placement as an Exhibiting Sponsor on the LGBTQ+ Bar's main webpage
4. Premium exhibition space close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
5. Two (2) 30-minute live demos (one per exhibition day) at the time of your choice.²
6. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® corporate partners.³
7. The opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
8. Eight (8) full passes for use by your company to attend the 3-day conference and an additional three (3) exhibitor passes (valid Thursday & Friday only).
9. Your company logo/name co-branded on all marketing materials, including event website, conference program book, invitations, and email broadcasts along with onsite signage.
10. Logo placement on the conference app, and notifications sent to all attendees reminding them to visit your table.
11. Five (5) invitations to participate in an Exclusive VIP event at the conference.
12. Three (3) invitations to participate in the Corporate Counsel Speed Networking event.
13. An option to be included in the 2024 DEI Index.⁴
14. A full-page ad in the conference's virtual program booklet.
15. An opportunity to include one (1) promotional item in attendee conference bags.⁵
16. A 60% discount on the National LGBTQ+ Bar's Job Board.⁶
17. Five (5) Out & Proud Corporate Counsel Award Reception passes.⁶

¹Nominations must be submitted no later than April 1, 2024. Based on availability.

²Based on availability at time of sponsorship confirmation.

³All attorneys listed must be current members of the National LGBTQ+ Bar Association.

⁴The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

⁵Exhibitors should send at least 1,800 items. Please do not send bags as these items will be placed in the conference welcome bags.

⁶Benefit to be used within 12 months.



COUNSEL: \$32,500

1. Exclusive sponsorship of one of the following opportunities (available on a first-come, first served basis)
 - I. Exclusive Sponsor of one (1) Practice Area Institute (excluding Corporate Counsel Institute) or Conference Session.¹
 - II. Exclusive Sponsor of Registration Desk, inclusive of full branding and signage.
 - III. Exclusive Sponsor of the official Conference Mobile App with custom banner.
 - IV. Exclusive Sponsor of official Conference Bags distributed to all attendees.
 - V. Exclusive Sponsor of fully branded custom Hotel Room Key.
 - VI. Exclusive Sponsor of fully branded Column Wrap or Escalator Wrap.
2. Year-round logo placement as an Exhibiting Sponsor on the LGBTQ+ Bar's main webpage
3. Premium exhibition space close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
4. Two (2) 30-minute live demos (one per exhibition day) at the time of your choice.²
5. If your company is a law firm, you'll have the opportunity to provide a list of your LGBTQ+ self-identified attorneys and their practice areas to be distributed in a listing for our Lavender Law® corporate partners.
6. The opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
7. Seven (7) full passes for use by your company to attend the 3-day conference and an additional two (2) exhibitor passes (valid Thursday & Friday only).
8. Your company logo/name co-branded on all marketing materials, including event website, conference program book, invitations, and email broadcasts along with onsite signage.
9. Logo placement on the conference app, and notifications sent to all attendees reminding them to visit your table.
10. Four (4) invitations to participate in an Exclusive VIP event at the conference.³
11. Three (3) invitations to participate in the Corporate Counsel Speed Networking event.
12. An option to be included in the 2024 DEI Index.⁴
13. A full-page ad in the conference's virtual program booklet.
14. An opportunity to include one (1) promotional item in attendee conference bags.⁵
15. A 50% discount on the National LGBTQ+ Bar's Job Board.⁶
16. Four (4) Out & Proud Corporate Counsel Award Reception passes.⁶

PATRON: \$16,500

1. Year-round logo placement as an Exhibiting Sponsor on the LGBTQ+ Bar's main webpage
2. Premium exhibition space close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
3. Two (2) 30-minute live demos (one per exhibition day) at the time of your choice.²
4. Five (5) full passes for use by your company to attend the 3-day conference and an additional two (2) exhibitor passes (valid Thursday & Friday only).
5. Your company logo/name co-branded on all marketing materials, including event website, conference program book, invitations, and email broadcasts along with onsite signage.
6. Logo placement on the conference app, and notifications sent to all attendees reminding them to visit your table.
7. Two (2) invitations to participate in an Exclusive VIP event at the conference.
8. An opportunity to nominate a senior executive for the National LGBTQ+ Bar Sponsorship Council.
9. An option to be included in the 2024 DEI Index.⁴
10. A half-page ad in the conference's virtual program booklet.
11. An opportunity to include one (1) promotional item in attendee conference bags.⁵
12. A 40% discount on the National LGBTQ+ Bar's Job Board.⁶
13. Three (3) Out & Proud Corporate Counsel Award Reception passes.⁶



¹Numerous, but not all, Institutes are available for sponsorship. For more information, please contact the LGBTQ+ Bar's Development team.

²Based on availability at time of sponsorship confirmation.

³All attorneys listed must be current members of the National LGBTQ+ Bar Association.

⁴The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

⁵Exhibitors should send at least 1,800 items. Please do not send bags as these items will be placed in the conference welcome bags.

⁶Benefit to be used within 12 months.



SUPPORTER: \$12,000

1. Premium exhibition space close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
2. One (1) 30-minute live demo during the Two-Day Exhibition (Thursday or Friday) at the time of your choice.¹
3. Three (3) full passes for use by your company to attend the 3-day conference and an additional two (2) exhibitor passes (valid Thursday & Friday only).
4. Your company logo/name co-branded on all marketing materials, including event website, conference program book, invitations, and email broadcasts along with onsite signage.
5. Logo placement on the conference app, and notifications sent to all attendees reminding them to visit your table.
6. An option to be included in the 2024 DEI Index.²
7. A half-page ad in the conference's virtual program booklet.
8. A 30% discount on the National LGBTQ+ Bar's Job Board.³
9. Two (2) Out & Proud Corporate Counsel Award Reception passes.³

ADVOCATE: \$8,500

1. Exhibition space close to Registration and our educational workshop rooms. All of our attendees will pass by your table.
2. One (1) 30-minute live demo during the Two-Day Exhibition (Thursday or Friday).¹
3. Three (3) full passes for use by your company to attend the 3-day conference and an additional two (2) exhibitor passes (valid Thursday & Friday only).
4. Your company logo/name co-branded on all marketing materials, including event website, conference program book, invitations, and email broadcasts along with onsite signage.
5. Logo placement on the conference app, and notifications sent to all attendees reminding them to visit your table.
6. An option to be included in the 2024 DEI Index.²
7. A quarter-page ad in the conference's virtual program booklet.
8. A 20% discount on the National LGBTQ+ Bar's Job Board.³

¹Based on availability at time of sponsorship confirmation.

²The Diversity, Equity, and Inclusion (DEI) Index provides an opportunity for your organization to showcase your firm's support of your LGBTQ+ colleagues and your LGBTQ+ inclusive work policies. It will be available via our virtual conference program book, on our conference app, as well as placed on our LGBTQ+ Bar website year-round.

³Benefit to be used within 12 months.



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